

THE NATIONAL PLAN
for
Civil Defense and Defense Mobilization

Annex 9
PUBLIC INFORMATION



Executive Office of the President
OFFICE OF CIVIL AND DEFENSE MOBILIZATION

Preface

This annex supports and amplifies the National Plan for Civil Defense and Defense Mobilization, particularly Part V, Section B, **Public Information and Education**. It states the responsibilities, requirements, and broad courses of action for the dissemination of survival information to the public before, during, and after attack. These shall apply also, where pertinent, to other major disasters.

Auxiliary documents will be issued as necessary and will be subordinate to and compatible with this annex and the National Plan.

The annex is published in looseleaf form in order that pages may be added or replaced whenever revisions are made.



Director

Office of Civil and Defense Mobilization

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ANNEX 9

PUBLIC INFORMATION

I. Definition

In this annex the term "public information" means news, other information, and instructions required, in both preemergency and emergency periods, for individual, community, and national survival and recovery in event of attack upon the United States.

II. Assumptions¹

A. The will of the people to survive and recover will be an essential factor for victory in event of a nuclear war.

B. The public must be well informed if it is to survive.²

C. Nuclear attack could and probably would disrupt for an indefinite time normal means of distributing news and other information over nationwide facilities. Many local facilities for distributing information, however, would survive and be operable.

D. Surviving local and regional media, deprived of normal sources of news, would require information over emergency systems until normal distribution could be restored.

¹See Annex 1, Planning Basis.

²See Annex 2, Individual Action.

III. General Responsibilities

A. Government

Government—Federal, State, and local—is responsible for preparing and distributing to the public, by the most effective available means, before, during, and after emergencies, information on survival and recovery measures to be taken by individuals and by government. The Federal Government is responsible for assisting State and local governments in this effort.

B. Information Media

Public information media upon which the people normally depend for news are responsible for helping to disseminate information and instruction essential to the public safety, well-being, and morale in emergencies.

C. Private Organizations

Veterans, church, school, industrial, professional, labor, farm, civic, and other organizations, local and national, are urged to assist government in informing their memberships and the public on warning, shelter, evacuation, and other survival measures and plans.

IV. Functions

A. Preparedness Information

1. Objective

To inform the public on weapons effects and on how to survive nuclear, biological, and chemical warfare.

2. Actions Required

a. Obtain and develop essential information such as weapons effects and preventive and remedial measures.

b. Prepare handbooks, pamphlets, releases, transcriptions, scripts, and other material for

informing the public by all available oral and visual means.³

- c. Disseminate such information through:
 - (1) Direct public distribution of printed materials.
 - (2) All mass media, including radio, television, films, newspapers, and magazines.
 - (3) The support of professional, patriotic, fraternal, industrial, labor, civic, church, school, and other national and local organizations, in activities such as discussion groups, public speaking campaigns, and special conferences.
- d. Improve techniques for informing and instructing the people, through study of public reactions and other research.⁴
- e. Utilize the capability of all Federal agencies in the program to establish in the public mind the need for civil preparedness as an integral part of national defense.

B. Emergency Information Capability

1. Objective

To provide for the use of every available means of communication to keep the public informed under emergency conditions.

2. Actions Required

- a. Organize emergency information staffs at all levels of government, supplemented in emergency by personnel from the information media.
- b. Establish procedures for collecting and distributing information during an emergency.

³Use of such material for systematic instruction is covered in Annex 37, Training and Education.

⁴See Annex 36, Research and Development.

These should include:

- (1) Obtaining of damage assessment data⁵ and all other information, including that from newsgathering sources, essential to the preparation of reports to the public.
 - (2) Methods of disseminating information by all available means⁶ to the public directly, to news media, and to other government levels or government agencies; and methods of receiving from government agencies information on their essential functions.
 - (3) Arrangements to assure that information for dissemination to the public conforms to national security requirements.
- c. Establish policy on the type of information and news that should receive priority during an emergency. Generally, these priorities should be followed:
- (1) Presidential proclamations and announcements by other government officials.
 - (2) Other survival information and instructions.
 - (3) Information on the progress of the war, especially that relative to enemy capabilities for further attack.
 - (4) Information on recovery measures.
 - (5) Information on attack effects on population and resources.

⁵See Annex 14, Damage Assessment.

⁶See Annex 15, Communications.

- d. Train emergency information staffs, including reservists, through training and education courses in emergency information techniques and especially through participation in tests and exercises.⁷
- e. Develop procedures and emergency program material for CONELRAD broadcasts in cooperation with the radio-TV industry, the Federal Communications Commission, OCDM Regions, and the States.
- f. Prepare proclamations, messages, and other statements as guidelines or for use orally or visually during an emergency.
- g. Advise all information media on protective measures, such as shelter and dispersal, that will increase their chances of surviving nuclear attack in operational condition.

C. Survival Information in Emergency

1. Objectives

- a. To warn the public against dangers of attack and attack effects.⁸
- b. To instruct the public during emergencies—before, during, and after attack—on survival measures.
- c. To stimulate and sustain the public will and capability to survive, recover, and win.

2. Actions Required

- a. Activate the public information organization for emergency operations immediately upon proclamation of emergency or upon attack.
- b. Obtain and confirm news and other essential and useful data.

⁷See Annex 37, Training and Education.

⁸See Annex 13, Warning.

- c. Inform the public as rapidly as possible on all matters pertinent to survival, such as:
 - (1) Actions to be taken by the people.
 - (2) Attack, contamination, and other dangers.
 - (3) Sources of food, shelter, medical care, and other emergency relief.
 - (4) Survivors and surviving resources.
 - (5) Relief and recovery plans and progress.
- d. Disseminate all information possible to maintain public confidence, combat rumors, and apprise the public of the progress of the war, the state of the Nation, and the prospects for relief and recovery.
- e. Provide radio, newspaper, and other information media employees with access to information and means of communicating it, within the limits of security and capability.
- f. Assist in any way possible to restore radio networks and stations, newspapers, magazines, and other public information media to operational condition.
- g. Direct workers to public employment offices for referral to emergency survival work.

V. Execution

A. All Federal Agencies

Federal departments and agencies shall:

1. Provide emergency information facilities and methods, where feasible and necessary, to supplement or substitute for normal peacetime procedures.
2. Release directly or through OCDM information useful to the public, State and local governments, industries and institutions, and other agencies.

3. Specify and assign representatives for emergency duty with the Federal information staffs at OCDM relocation sites.

B. Office of Civil and Defense Mobilization

The Director of the Office of Civil and Defense Mobilization shall direct and coordinate the preemergency and emergency public information programs of the Federal Government. In executing its statutory responsibility to publicly disseminate appropriate civil defense and defense mobilization information by all appropriate means, OCDM shall:

1. Familiarize the public with Federal civil defense and defense mobilization policies and programs.
2. Support and advise State and local governments, information media, and national organizations in conducting information programs.
3. In cooperation with other agencies, provide facilities, procedures, and organization for use of the departments and agencies of the Executive Branch of the Federal Government to disseminate information in emergencies.
4. Provide emergency information facilities if necessary to supplement or substitute for normal peacetime news dissemination systems.
5. Advise and cooperate with State and local governments in the preparation of emergency information material and the facilities and procedures to disseminate it.

C. Department of Defense

The Department of Defense shall use its own facilities and those of OCDM to disseminate, within the limits of security, information on the progress of the war, the state of United States' defenses, and retaliatory measures.

D. State and Local

State and local governments, in accordance with State plans will:

1. Disseminate warning and survival information and instructions on:
 - a. Individual and family survival measures.
 - b. Home, school, factory, office, and other shelter.
 - c. Details, objectives, and progress in implementing the National Plan.
 - d. Details and requirements of State and local plans.
2. Plan and prepare emergency information communications and programing in cooperation with information media.
3. Establish working liaison with church, school, veterans, industrial, professional, labor, civic, and other organizations for preemergency and emergency information programing.
4. Establish and staff emergency communications facilities.
5. Prepare for local CONELRAD programing broadcasts.